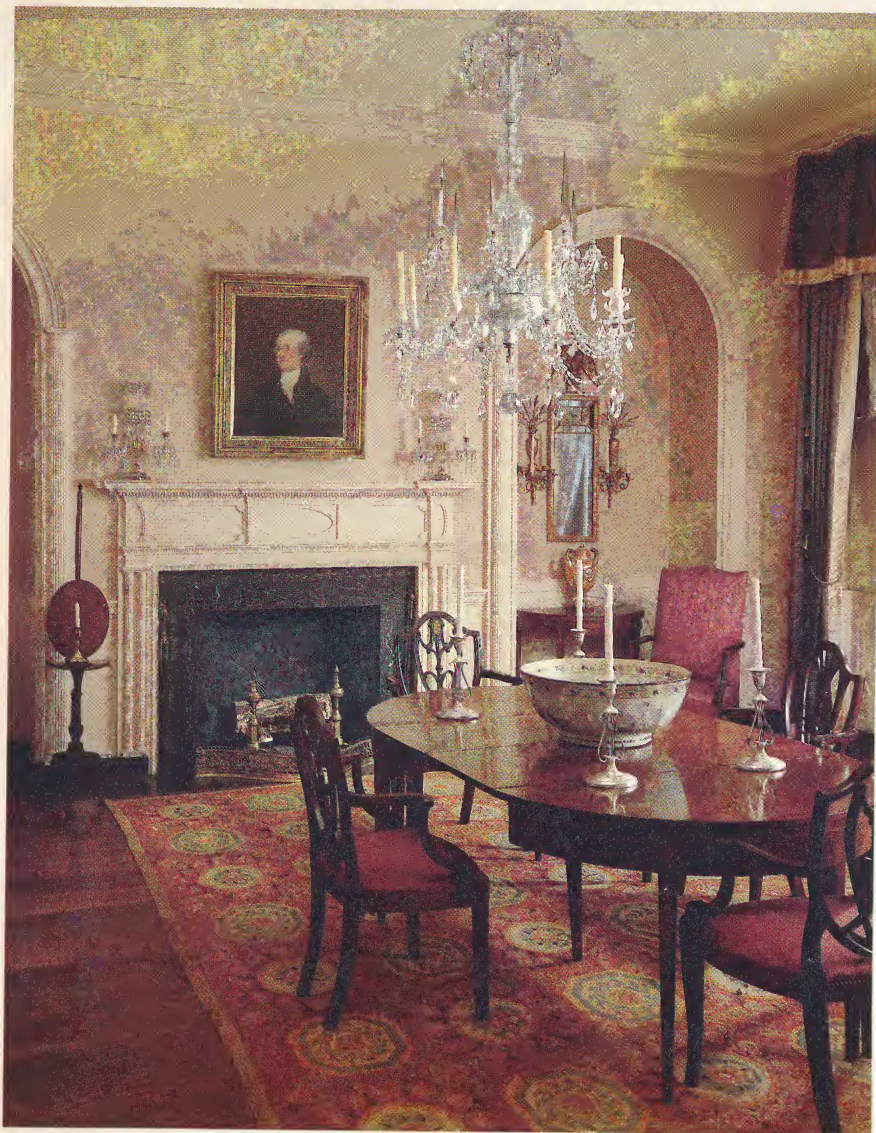




BULK RATE
U.S. POSTAGE
PAID
Book-of-the-
Month Club, Inc.

Announcing
a major new book series...

THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES

Prepared by the
Cooper-Hewitt Museum

cal, cultural
n continues
es available
een the in-
THSONIAN
arm, the
ation with
'carefully

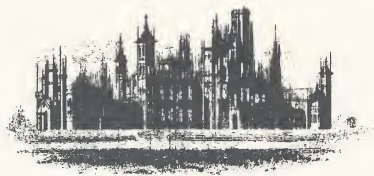
Apr 81

PRINTED IN U.S.A.

THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES

Prepared by the Cooper-Hewitt Museum

PRODUCED IN ASSOCIATION WITH BOOK-OF-THE-MONTH CLUB, INC., CAMP HILL, PENNSYLVANIA 17012



SMITHSONIAN INSTITUTION

Washington, D. C. 20560
U.S.A.

Responding to growing public interest in historical, cultural and artistic subjects, the Smithsonian Institution continues to seek new ways to make its considerable resources available to a wide audience. One result of this activity has been the inauguration of a major publishing venture, THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES.

Developed by the Smithsonian's newest arm, the Cooper-Hewitt Museum in New York, in cooperation with the Book-of-the-Month Club, the series consists of carefully researched, handsomely illustrated volumes, each written by an expert who traces a single, major antique category by historical, geographical and stylistic trends.

Every book in the series combines a readable narrative—a comprehensive introduction to the world of antiques—with abundant photographs of pieces taken from the Smithsonian's collections and other important sources. Many of the antiques have never before been photographed for publication, a fact which will interest veteran collectors in the series.

The accompanying brochure describes the subscription plan and provides a full introduction to the series.



FIRST CLASS
PERMIT NO. 224
CAMP HILL, PA.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY

The Smithsonian
Illustrated Library of Antiques

Book-of-the-Month Club, Inc.
Camp Hill, Pennsylvania 17011



THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES

Prepared by the
Cooper-Hewitt Museum

PLEASE enroll me as a subscriber to *The Smithsonian Illustrated Library of Antiques* and send me the first volume, *Porcelain*, for 10 days' trial examination. If at the end of that time I decide to keep the book, I will pay \$9.95 plus shipping and handling charges. I will then receive future volumes in the *Library of Antiques*, shipped one at a time approximately every other month. I will be billed \$9.95 plus shipping and handling charges for each volume. There is no minimum number of volumes I must buy, and my subscription may be canceled by either you or me at any time. I may return any volume for credit within 10 days at your expense. If I choose to return the first volume, *Porcelain*, my subscription to future volumes will be canceled, and I will be under no further obligation.

SA90/2

88 02

AI

1130475000

MR. THEODOR HOLM NELSON

R. F. D. #1

PORT MURRAY, N.J. 07865

L

11

0-02



*An
invitation
to a
worldwide
heritage of
craftsmanship
and design*

THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES

Prepared by the
Cooper-Hewitt Museum

Welcome to
the Ming dynasty...
the court of Louis XV...
Colonial Boston...
Victorian England...
the rug bazaars
of the Near East...
the workshops
of Chippendale...
the folk art
of the Shakers...

Earthenware crafts are among the ancient expressions of man's recorded history...and porcelain and pottery objects are as beautiful as anything ever made by man.



Worcester porcelain service, early nineteenth century. National Museum of History and Technology.
Gift of Mrs. Harcourt Amory.

One of America's greatest patriots was also
one of our greatest craftsmen.



Paul Revere silver tea service, about 1770-1810. The Metropolitan Museum of Art,
Bequest of A. T. Clearwater, 1933.

Man's fascination with time...
an elegant combination of art and technology.



French table clock, 1719-1723. Movement by Louis Mynuel, case attributed to Charles Cressent.
The Metropolitan Museum of Art, Fletcher Fund, 1961.

From Persia to Afghanistan to India to China, Oriental rugs are made by the same methods with the same materials, yet the dazzling profusion of styles, patterns and colors makes them unique among antiques.



Early twentieth-century Persian rug. The George Walter Vincent Smith Art Museum, Springfield, Mass.

Is it authentic or a copy?

An original or a reproduction?

Let these experts show you
how to tell for yourself.

The Smithsonian Illustrated Library of Antiques

General Editor: Brenda Gilchrist

Clocks

Douglas H. Shaffer, Editor of *The Bulletin of the National Association of Watch and Clock Collectors* and past President of the Association

Furniture 1

Antiquity through Rococo
Robert Bishop, Director, and Patricia L. Coblenz, Assistant Director, Museum of American Folk Art

Furniture 2

Neoclassic to the Present
William C. Ketchum, Jr., Member of Faculty, New School for Social Research; author of *The Family Treasury of Antiques* and *The Catalogue of American Antiques*

Glass

Paul V. Gardner, Consultant and Curator Emeritus, Division of Ceramics and Glass, National Museum of History and Technology, the Smithsonian Institution

Jewelry

Marie-Louise d'Otrange Mastai, former American Editor of *The Connoisseur* and *Apollo*; coauthor, *The Stars and the Stripes*; author, *Illusion in Art: A History of Pictorial Illusionism*

Needlework

Adolph S. Cavallo
Curator of Costumes and Textiles
Philadelphia Museum of Art

Oriental Rugs

Walter B. Denny, Associate Professor of Art History, University of Massachusetts, Amherst; Honorary Curator of Rugs, Fogg Art Museum, Harvard University

Porcelain

Jerry E. Patterson, author of books on antiques and collecting, including *Antiques of Sport* and *Autographs: A Collector's Guide*

Pottery

Jerry E. Patterson

Prints

Donald Karshan, author, critic and collector; Director Emeritus, The New York Cultural Center; former Print Editor, *Art in America*

Silver

Jessie McNab, Associate Curator, European Sculpture and Decorative Arts, The Metropolitan Museum of Art

Toys and Games

William C. Ketchum, Jr.

A NOTE TO COLLECTORS

Although THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES is intended to introduce antiques to the interested nonspecialist, it has a number of features that make it useful to the experienced collector as well. Because the series treats each of the major antique categories separately, it will function as a basic reference library. Each volume has been written by an acknowledged expert in the

specific subject. And the series also offers the first extensive look in published form of the collections in the Cooper-Hewitt Museum, the Smithsonian Institution's National Museum of Design in New York. Whether you are a decorator or a collector, whether you specialize in a single period or a single category of antiques, the illustrations in this series will provide an invaluable resource.

THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES

Prepared by the Cooper-Hewitt Museum

PRODUCED IN ASSOCIATION WITH BOOK-OF-THE-MONTH CLUB, INC., CAMP HILL, PENNSYLVANIA 17012

Dear Reader:

Perhaps it is true, as some say, that there are no new worlds left to explore. But if for a moment you'll look back with me, you'll discover an older world...

- . an elegant world of craftsmanship, tradition and taste
- . a fascinating world filled with legendary characters and marked by brilliant inventions
- . a world in which royal splendor and humble simplicity are respected in equal measure

It may well be that you have already discovered this place, this source of pleasure and excitement...

...for all over America, at country auctions and garage sales, in museums and historical societies, people are experiencing

the beauty and craftsmanship of antiques--the world of the past come alive in their lives.

It is a world that spans centuries and continents, and exploring it can be one of the most richly satisfying adventures you'll ever have. But even if you've had only occasional encounters with antiques, you've probably experienced the same frustration that the most experienced antique collectors often face:

the difficulty of finding a comprehensive, authoritative guide to the history of design and to the collection of antiques.

But now a remarkable new series of books--written by experts and lavishly illustrated--provides not only a far-reaching, factual guide, but also vividly captures the beauty and traditional elegance of antiques...

THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES,
prepared by the Cooper-Hewitt Museum.

Whether you are a complete novice, an occasional dabbler

SA90/1-2:EF

or an avid collector, THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES' combination of extensive factual information and evocative appreciation has been designed to broaden your experience and open up new ways of exploring the enduring past.

What makes this series so unusual? Several years ago the Smithsonian's Cooper-Hewitt Museum in New York--where one of the world's great collections of antiques is located--realized that the increasing public interest in antiques would be well served by an entirely new approach to the subject. To that end, the museum joined forces with the Book-of-the-Month Club in an extraordinary publishing project.

After more than two years of work by a team of writers, editors and researchers, the first volumes of THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES have begun to appear.

Each beautifully produced volume covers the social, technical and stylistic development of a single, major area of antiques. These areas include furniture, jewelry, Oriental rugs, pottery, porcelain, clocks, silver, glass, prints and needlework.

It is this method of covering a single, separate subject in each volume that distinguishes the series, for it eliminates the confusion of styles, mediums and chronology that plagues most general surveys.

Among the special features of the volumes are:

- . Lavish color photography (many of the works have never before been photographed for publication)
- . Glossaries of special terms (do you know what "Fondporzellan" is?)
- . Guides to special markings (that little scrawl on the back of a dish can mean the difference between an authentic antique and a copy)
- . Guides to places you can visit to enjoy rare, priceless works

The authors of these volumes have been selected for their expert knowledge as well as for their ability to write clearly and entertainingly. And although they will introduce you to some of the most sumptuous and rare objects ever made by man...

...these volumes place just as much emphasis on

the wide range of lovely antiques that are available to collectors at very moderate investments.

In the splendid volume on PORCELAIN, you'll be taken from ancient China (where you'll learn the difference between Sung, Ming and Ch'ing) to 18th-century Germany, where Augustus the Strong, obsessed by the beauty of Oriental porcelain, determined to produce the first real European porcelain. As you follow the spreading popularity of porcelain across Europe to England and then to America, you'll come to appreciate the technical developments and decorative styles which you might encounter at an antique shop or an auction or a museum.

- . You'll learn the difference between hard-paste, soft-paste and bone china (your everyday dinner dishes are probably made of one of these).
- . You'll discover why the crackled surface in some porcelain is an art while in other pieces it is a flaw.
- . You'll be intrigued by stories of temperamental artisans (the great German porcelain masters were always storming off from one employer to another) and of fortuitous discoveries of rare pieces in unlikely places (perhaps in your own cupboard).

And the other volumes in the library are equally comprehensive, fascinating and informative. The handsome volume on GLASS traces the development of the medium from its origins in ancient Mesopotamia and Egypt to the rise of European glasswork to the stunning lead crystal of Ireland and England and finally to the growth of the great American pressed glass industry in the nineteenth century.

You'll learn that even in its earliest forms fine glass was a prize much sought by collectors. Among the admirers of Roman luxury glass were Cleopatra, Nero and Pompey. Although made in abundance, little luxury glass has survived; so extant pieces are out of the reach of most collectors. But other glass from the Roman era can still be purchased for surprisingly modest sums.

- . Did you know that Venetian glassworkers were confined to the island of Murano? Supposedly, this isolation of the furnaces from the city was a fire precaution. But the more compelling reason was to protect trade secrets. The techniques of Venetian glassworkers were so valued that any worker who left the island was immediately placed under a sentence of death in absentia. Nevertheless, as evidenced by the rapid spread of glass techniques through Europe, many workers managed to escape.

Fascinating anecdotes like that make every volume in the series thoroughly enjoyable reading. For example, from the NEEDLEWORK

volume come other tidbits of information that may intrigue you.

- . Did you know that among other fabulous prizes discovered in King Tut's tomb were some of the oldest pieces of embroidery in existence?
- . And do you know that the famous "Bayeux Tapestry" is not woven tapestry at all but needlework? At 90 meters by 50 centimeters it's undoubtedly the longest piece of embroidery in the world.

And how would you like to take an Oriental carpet ride? ORIENTAL RUGS will take you to Turkey, where rugs were first exported to the West. . .to the Caucasus, where you'll learn the history of the famous "dragon rugs". . .to Türkmenistan, where nomadic tribes still weave rugs as their ancestors did. . .and all the way to China, where the 700-year-old tradition of pile-woven rugs was introduced by Mongol conquerors. Traces of "barbarian" Mongol designs can be seen in some of the earlier pieces still in existence.

- . Do you know that there is a "classical period" of Oriental rugs (sixteenth and seventeenth centuries) and do you know how to recognize it?
- . Would you know how to inspect a rug for hidden patches and cheap dyes?

FURNITURE 1 traces the evolution of furniture from prehistoric time to the heyday of the great Philadelphia designers of the late eighteenth century. You may be surprised to learn that one of the first materials early man used is still in vogue today--wicker.

- . Did you know that "setting the table" meant just that originally? In the Middle Ages table tops were removable from their frames to save space. Hence, tables had to be "set" for each meal.
- . Can you spot replacement parts on antique furniture? These replacements, such as new tops or legs, can diminish the value of a piece. A simple test shows you how to check for signs of wear.

Every volume in the library contains such practical information. CLOCKS will help you identify timepieces according to style, date and place of origin. And you'll follow the efforts of master clockmakers in their quest to build the perfect timepiece.

- . Are you aware that complicated geared mechanisms preceded mechanical clocks for centuries? So for hundreds of years these complex devices were inventions in search of an application.
-

- . Did you know that the first European clocks were not primarily timekeeping devices? They displayed astronomical information, measured tides, made moving figures dance and, almost as an afterthought, kept rather imprecise time.
- . And you probably didn't know that it was Galileo who, upon seeing a swinging chandelier, realized that a pendulum could be used to control the rate of a timepiece. Although he was never able to master the engineering problems, his idea was to revolutionize clockmaking forever.

I believe you'll find THE SMITHSONIAN ILLUSTRATED LIBRARY OF ANTIQUES to be itself one of the most beautiful and stimulating adventures you have ever enjoyed. And I also believe you could have no better sponsor of this series than the Smithsonian Institution. It is, of course, the official custodian of a rich national and international legacy.

And at the core of this LIBRARY OF ANTIQUES are design treasures held for us all by the Cooper-Hewitt Museum in New York as well as by the additional Smithsonian museums in Washington and other major collections.

Whether your interest in antiques is longstanding or recent, this library will suggest new ways to enjoy and extend your interest. . .

. . .you may delight in hunting for antiques in rural byways. . .or perhaps you'll want to assemble a specialized collection of glass or a certain kind of porcelain. . .or you may be looking for a few pieces of antique furniture for your home. . .or maybe you'll explore those wonderfully restored mansions of America, the stately homes of England, the castles of Europe.

Whatever you choose, I'm sure you'll find that the world of antiques is a world of abundant rewards. For it is our belief that the most priceless quality of antiques is within everyone's reach--the fulfillment and pleasure derived from our heritage of craftsmanship and design.

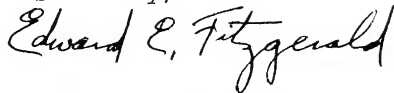
I'd like to make it easy for you to discover this. Simply return the enclosed form. We'll rush you the first volume of the series, PORCELAIN, for 10 days' trial examination.

You need send the amount shown on the invoice that accompanies the volume only if you are satisfied with the quality and scope of the volume. Otherwise return the volume in 10 days and

owe nothing. Approximately every other month you will receive another volume in the series at the same low price and with the same return privilege. Of course, you may cancel your subscription at any time.

Fair enough? Then why don't you drop your order form in the mail today? The sooner you do so, the sooner you can start exploring and enjoying the wonderful world of antiques.

Sincerely,

A handwritten signature in cursive script that reads "Edward E. Fitzgerald". The signature is written in dark ink and is positioned below the word "Sincerely,".

Edward E. Fitzgerald
President
Book-of-the-Month Club, Inc.